

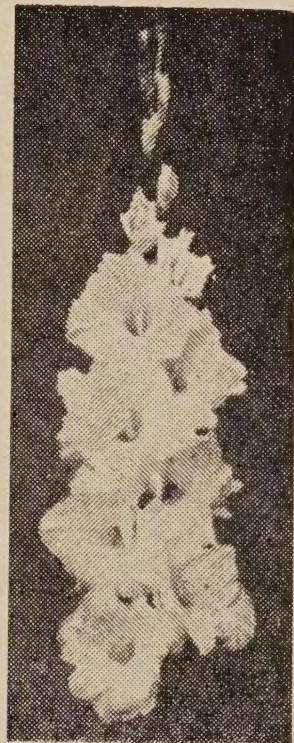
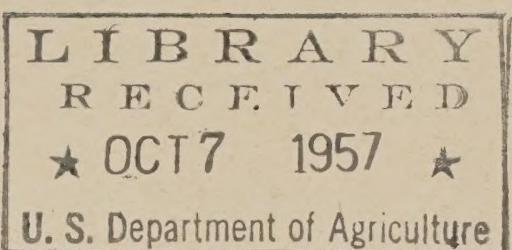
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62.97

Modern Gladiolus

1950



From

Garden of the Gods

Box 106

JANESVILLE, WISCONSIN

ASSETS:

The warm friendship and patronage of satisfied customers.

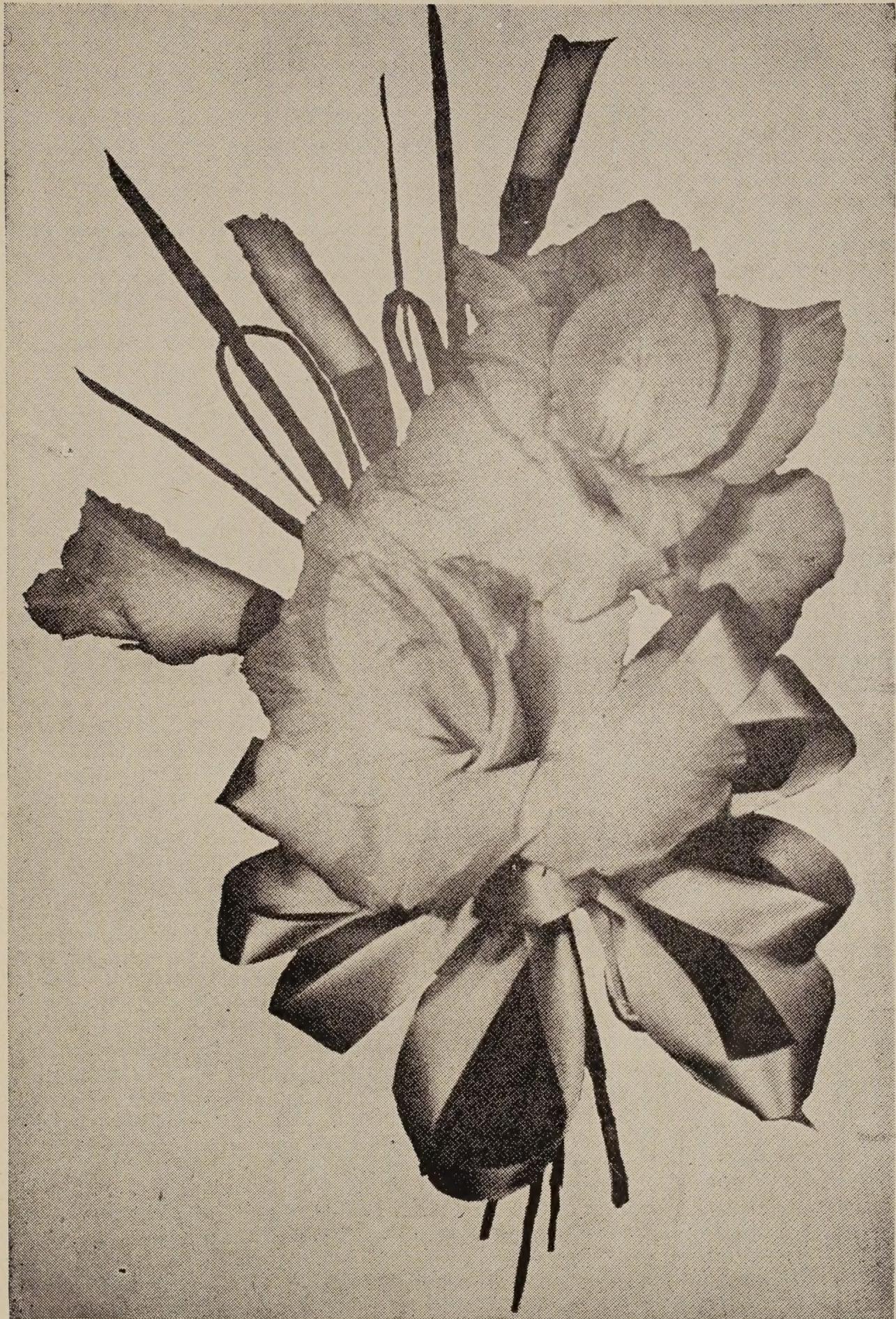
DEBITS:

The past errors of judgment; delays in rush seasons, etc.

RESOLVED:

To give our customers the best service at our command. Honesty insofar as any variety grows **for us**. The finest seedlings available to us. The benefit of our experience of twenty-one years of growing glads. A sincere desire to aid you in growing your hobby. AND—no high pressure.

OREN BAXTER, Grower.



FLORAL DESIGN in corsage construction. Our booklet, giving in detail, the art of making your own corsages, is being mailed only to customers and late requests for our catalog. If you want this lesson in arranging your glads into beautiful corsages, and you do not receive it with this catalog, you will have to ask for it.

Give a pessimist a piece of rope
and he'll hang himself.

* * *

Give an optimist a piece of rope
and he'll start a cigar factory.

* * *

The gladiolus industry, during and since the war, has been very seriously affected by a very large group of optimists. Both in the hybridizing, growing and cataloging portions of the industry. Many seedlings are being offered to the public that are not worth a dime a dozen. They are untested, or have never been grown except by high-pressure, exhibition culture. A seedling may show to advantage under these conditions, but prove very unsatisfactory to the customer in his garden. Some catalogers will offer these untested seedlings to the public, with no regrets. Also, some of the newer, inexperienced growers (and a few of the larger ones, too) are guilty of widespread distribution of disease. These diseased conditions are seriously affecting the values of disease-free stocks of experienced growers. Is our present system of gladiolus inspections sufficient to eliminate diseased bulbs from inter-state commerce? Not unless the inspectors are given the power to destroy diseased stocks at their source. The most vigorous objectors to rigid controls come from the growers of diseased stocks. If he is compelled to absorb the loss of diseased stocks, he will discontinue growing them. Will the glad fans, and the beginners, continue to finance the grower of worthless bulbs? Until our gladiolus societies bring pressure upon our inspection services, we will continue to have a progressively serious condition. We are conscientious in our responsibilities to our customers, and to beginners. A beginner is unable to recognize disease. When YOU receive diseased bulbs in your order, do you file a complaint with your state inspection department? Will your gladiolus society urge more rigid controls from your state department of agriculture?

LARGE BULBS ONLY—\$10.00 EACH. NO BULBLETS.

Another malpractice of some of our optimistic hybridists. This type of introduction produces a very meager income for the hybridist; the customer is very much dissatisfied; and the seedlings circulation is practically nil. The rosy future of adequate income from a seedling lies in the \$1 class of introductions. To do this, a hybridist and a grower must "team-up," and form a co-operative enterprise. A hybridist should devote his time and talent to crossing and selecting seedlings. His grower should propagate and market the introductions of the hybridist. This type of co-operative marketing will prove more satisfactory to the hybridist, the grower, the public, and the seedling itself. A hybridist is wasting his valuable time to continue to grow his releases after they are in the hands of the gladiolus industry and the public. He should realize his total income from his seedling within two years after its release, and that income should total many times his present revenue. There are many honest, reliable growers available for the selection of the hybridist. The Carlson-Puerner team is an idal example of this type of co-operative team-work. Does the public want more thoroughly tested seedlings in the \$1 price range? Can we salvage some semblance of order from the maze of unrestricted introductions?

We hear many complaints each year, of disappointments from high priced new varieties. Many times we have been asked, "How much should I pay for a bulb?" Do you want the answer straight from the shoulder? O.K. Unless you are an advanced amateur, and can afford to accept the "duds" along with the worthy introductions, you are crazy to pay more than one dollar for a bulb. Let the advanced amateurs and commercial growers give a new variety its trial period. If you still wish to buy the new varieties as soon as possible, a good rule to follow is variety reports. Chas. Larus lists the 10 best introductions of the year in NEGS yearbook. Again, we stress, if you pay more than a dollar for a bulb, and are disappointed, charge it up to experience. We are listing a few of the late introductions, but if you cannot afford them, wait for the price to come down. If you are certain that a variety is a good one, and wish to get a start in the variety, it is cheaper to buy the variety while still new.

We have been very careful in selecting varieties for co-introduction. We, like all other glad fans, can and do make mistakes. And we hope that our mistakes are all behind us. We have found that very, very few hybridists are consistant in producing first-class seedlings. Our advice is to patronize the hybridists that are releasing only the very finest seedlings. For this reason, we have accepted the responsibility of advertising and

marketing the releases of Rev. N. H. Lines. Rev. Lines seems to have the knack of getting tall, strong-growing habits in his seedlings. And all of his seedlings have shown exceptional vigor, and able to take hot dry weather in stride. These habits are requirements in commercial culture. It is an honor for any hybridist to place his seedling in Chas. Larus list of 10 best introductions of the year in NEGS yearbook. Sensation of sensations! Rev. Lines placed THREE 1949 releases in this list of "Best Ten." Check them yourself. LA VALLE, CHINOOK and NELLIE LOU all made this honor roll!!! While two other of his 1949 releases failed to make this select list, we still believe that they are tops in their color class. LA VALLE was widely tested in different sections of the country during the past year, and we were amazed to receive no unfavorable reports. LA VALLE did exceptionally well in all sections of the country. We are very enthusiastic about the future of these seedlings, and believe that their purchase will be an investment in satisfaction. Volume of stocks are still very low, and their price is in relation to available stocks.

LINES ORIGINATIONS

BUFF QUEEN (Lines-1950)—Our candidate for the best introduction of 1950, and we predict that it will be included in the "ten-best." As in the past, we will let the performance of this seedling create its own market. No "super-duper" claims will be made for it until it has made good in your gardens, although Mr. Lines reports BUFF QUEEN to be equal to, or better than other releases from him. A very rich orange buff with almost no markings. Grows 5½ feet tall, and will hold its florets open in the field for days without damage. Opens 10 or more 6-inch florets, on an always straight spike. Texture is very heavy, and propagation very good. Perfect health. Quality of the seedlings coming from this hybridist is outstanding. Are you going to let the other growers "catch-the-boat"?

Any size bulb \$5.00. No bulblets this year.

LA VALLE (Lines-49)—A new leader in the 507 class. Light ivory cream with small orange throat marks. Consistently grows 5 feet tall, and opens eight 5½-inch florets. Extremely healthy and fine propagator. Texture is very heavy, with florets tied tight to the spike. Beautifully ruffled and fluted. No crooks. Takes hot, dry weather in stride.

This fine variety is a potential heavy prize winner, as soon as more stock is in the hands of exhibitors. Here is one that can go after that grand championship. We are going to see some sensational wins from LA VALLE in the very near future. A sensational record was made in its trial year from the small amount of stock in the hands of the public. A grand improvement over such varieties as Sir Galahad, Salmon's Glory and Coventry. This is going to be the biggest seller since Spic & Span. Several large growers rate LA VALLE as the best introduction of 1949. All variety reports agree on this sterling variety.

Any size bulb \$3.00. Bulblets 10 for \$2.00 with each bulb.

CHINOOK (Lines-49)—One of the most robust of all varieties. Opens up to nine 6-inch florets on a tall, rangy spike. Always straight. Thirty-inch flower head, and holds its size to the last bud. Propagation is very good. Extra good keeper. Class 532. In spite of its size and robust growth, its color gives it a most appealing attraction. A clear, rich, pure salmon with no markings of any kind. A salmon classification covers a wide range of color make-up, but pure salmon fits this one like a glove. Will be in commerce long after our present salmons have been classed as discards. CHINOOK will do much to put them in the "ash-can." Whether LA VALLE or CHINOOK is ultimately rated superior over the other, still remains to be proven. They can both receive the honor, as far as we are concerned. Neither of them need any apologies. Won longest flower head award at LeRoy (Illinois) show. Really can take the heat.

Any size bulb \$3.00. Bulblets 10 for \$2.00 with each bulb.

NELLIE LOU (Lines-49)—Here is the third variety to make the honor roll of "best-ten" introductions of the year. Another tall, strong-growing sensation, this time in a true flesh pink, with a small strawberry throat mark. Not just another pink, as you will agree. Here is a variety that will give you a very pleasant surprise. 5½ to 6 feet tall, and always straight. Nicely ruffled and will open nine. Class 440, but usually makes 500 class. Made 32½-inch flower head to win longest flower head at Waterloo (Iowa) show. Another one that can thrive in a desert.

Any size bulb \$3.00. Bulblets 10 for \$2.00 with each bulb.

ROSE PLUME (Lines-49)—Just a case of too many outstanding introductions in one year. If this seedling had been held another year, it would have been accepted more favorably. We believe that it may be the sleeper of the entire group, because it is an early bloomer. And really has florescence — 10 open, with the remaining buds in color. Color is a complete break; nothing like it. A very soft, velvety rose that leans slightly to the red side of rose. No markings of any kind, but a little lighter in the throat. 5½-inch florets. Good propagator.

Any size bulb \$3.00.

Bulblets 10 for \$2.00 with each bulb.

KEEFER (Lines-49)—Here is the largest of any blue on the market, and will open up to 12 large 5½-inch florets, on a nice, tall, straight spike. A spike at show time is worth a blue ribbon. Buds are a rich blue-black, having a tendency to shade lighter in color as they open. Open florets show a distinct marbling effect of dark indigo blue. Those dark velvety buds really sets this one off. Bulblets should be dusted with Rootone.

Large \$2.00. Medium \$1.50

Bulblets 10 for \$1.50.

DIADEM (Lines-46)—This beautiful two-toned rose is fast becoming a favorite with the florists. Quite similar to the color of old Oregon Rose, but with a much better spike. Will open ten 5½-inch florets. Mildly fragrant when cut and opened indoors. 78 days. Good keeper. Fine for hybridizing. Needs size 3 or larger for fragrance.

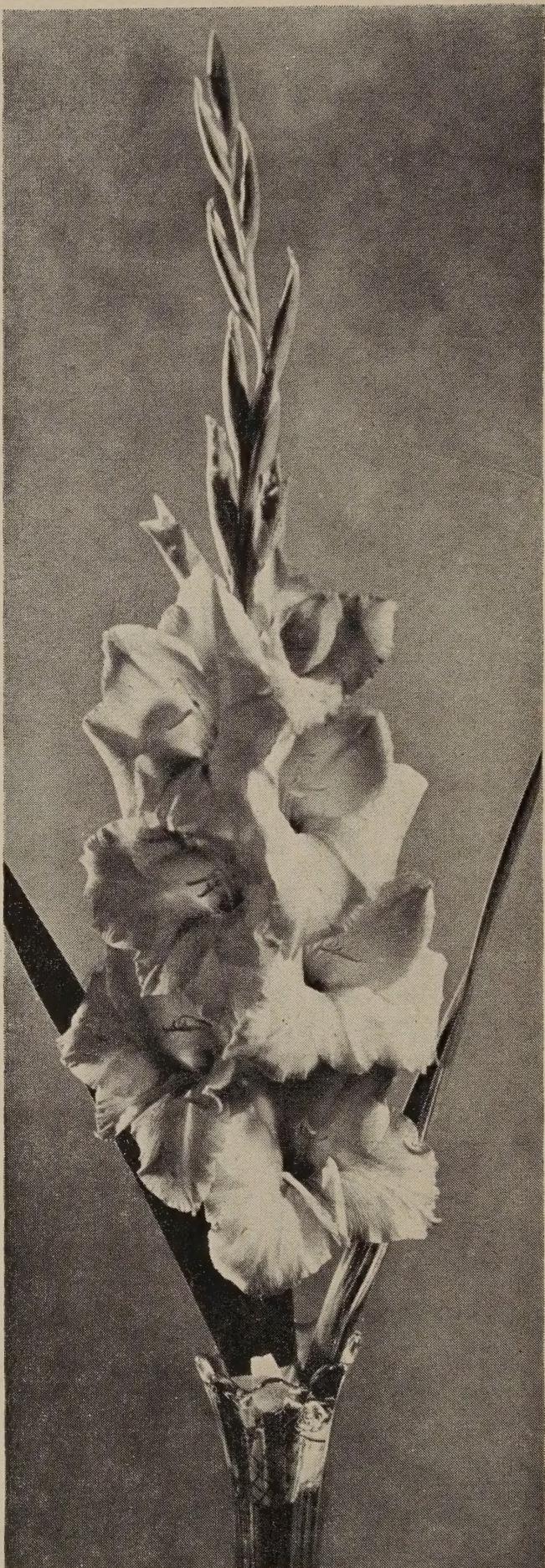
Large \$2.00. Medium \$1.50.

Bulblets 12 for \$1.00.

MYRNA FAY (Lines-45) — Has been accepted as a reliable cut flower lavender. Very early. 100% cutter. Very rapid propagator.

Large, 50c, 10 for \$4.00

Medium 30c, 10 for \$2.40.



DIADEM

RECENT AND LATE INTRODUCTIONS

APRIL (Evans-430-80 days)—Not for sale. Poor performance the past season. The color fills a need in the florist's business for bridal work. We are in hopes this variety will settle down with acclimation.

BLUE LAGOON (Snyder-478-70 days)—A tall, dark violet. Larger and taller than some of the other blues, such as Abu Hassen. Not the perfect blue, but better habits than is usually found in a blue.

Large 75c. Medium 50c. Bts. 100 for \$4.00.

BUTTERSCOTCH (Langworthy-531-90 days)—A fine pastel of buff and apricot shadings. Just the color of butterscotch. A fine grower and a fine variety.

Large 75c. Medium 50c. Bts. 100 for \$4.00

DELILAH (Scheer-520-80 days)—A large, ruffled orange with a touch of salmon. A fine variety. As with all other Scheer varieties, it is immune to the disease troubles of other varieties. This fact alone justifies their existence in commerce. Several Scheer introductions are not as widely grown as their quality merits? Why? Is it the name of the variety?

Large 40c. Medium 25c. Bts. 100 for \$2.00.

BOISE BELLE (Roberts-343-98 days)—Heavily ruffled combination of yellow and pink. Color make-up is yellow, with a dainty picotee border of scarlet-pink. Truly an outstanding variety. Will open up to 12, with the remaining buds showing color.

Medium \$1.50. Bts. 10 for \$1.75.

DIADEM—See page 6.

INDIAN SUMMER (Langworthy-482-90 days)—A vigorous growing smoky with a very odd color make-up. If your demand for bloom includes smokies, this variety should be a money maker for you. A rapid propagator and strong grower.

Large 75c. Medium 50c. Small 35c. Bts. 100 for \$2.50
100 for \$30. 100 for \$10 ½ pint \$20.

HEARTS DESIRE (Fiedler-540-80 days)—Everything that your heart could possibly desire. A basket or vase of this fine variety is breath taking. You will lose all interest in other light pinks, when you see Hearts Desire. Exquisite ruffling, with a beautiful blending of pink and cream. A fine propagator, and price is now down within your reach. Get this in your garden without delay.

Large \$1.25. Medium \$1.00. Small 75c. Bts. 10 for \$1.20.

LADY ANNE (Buchanan-400-67 days)—An early white sister seedling to Texas. Here is a fine, very early bloomer.

Large 35c. Medium 25c. Small 15c. Bts. 100 for \$2.50.

MIGHTY MONARCH (Butt-552-88 days)—If you like a lot of red, this one will fill your desires. Huge, towering spikes of medium dark red. Color is smooth, rich and glowing. A must have.

Large 35c. Medium 25c. Small 15c. Bts. 100 for \$2.00.

MARY O'DELL (Cave-400-85 days)—This has proven somewhat temperamental in some places, but has been coming fine for us. Our greatest objection to it is somewhat slow propagation. Our stock is not too large.

Large 75c. Medium 50c. Bts. 10 for 75c.

MYRNA FAY—See page 6.

NANCY (Arnett-452-88 days)—A fine rose scarlet red. Nice tall grower, with good florescence. A fine commercial red.

Large 50c. Medium 35c. Small 25c. Bts. 100 for \$4.00.

PAYMASTER (Young-470-85 days)—Strong-growing, deep royal purple. Here is a fine purple.

Large 60c. Medium 40c. Bts. 100 for \$3.00.

PHIPPS, JR. (Zimmer-442-75 days)—Here is a very temperamental pink that must be grown just right, in order to get the best results. It must be planted as early as you can get on the ground in the spring. Planted early and dug soon after blooming. We planted PHIPPS, JR., too late this year for best results. Also left it in the ground too long, losing a portion of our stock. It is a much needed early pink, with a good bright color. This has possibilities, if we can learn how it should be grown. A seedling of Mr. W. H. Phipps. Strictly a commercial.

Any size bulb \$1.25. One bulb and 10 bts. for \$2.00.

RED CHERRY (Roberts-450-70 days)—A sleeper that has come into its own. A fine early red. This little piggie is going to market.

Large 75c. Medium 50c. Small 35c. Bts. 100 for \$4.50.

SILVER GULL (K&M-476-85 days)—Bright silvery blue with white throat. Good, clean color in this blue. Many florists have found it necessary to dye florets in order to get this color. To date, we have found nothing wrong with this one.

Medium 20c. Small 15c. Bts. 100 for \$2.50.

SUNLIGHT (Spiller-416-87 days)—A combination of colors, giving the effect of light orange. A fine glad, and will be with us for many years. Fine commercial.

Large 35c. Medium 25c. Small 15c. Bts. 100 for \$2.50.

SUNSPOT (Roberts-417-80 days)—Beautiful light apricot buff with rose spot. This glad has quality-plus. At the Beloit (Wisconsin) show, Sun Spot was good enough to win the division honors at judging time. Thirty hours later, it was still in good condition, and of championship caliber. This shows its keeping qualities. Price is now down to where you can add it to your garden.

Large 75c. Medium 50c. Small 30c. Bts. 100 for \$4.50.

SPIC & SPAN (Carlson-432-80 days)—Tall-growing, ruffled deep pink, opening 10 large florets, with many of the remaining buds showing color. This is the biggest seller since Picardy, and is due to replace that variety in the Florida markets. Bulbs are almost immune to disease troubles. One of the greatest show glads ever introduced. Price is now down within reach of everybody, and now is the time to get your start.

Large 80c. Medium 70c. Small 60c. Bts. 100 for \$5.00.

TEXAS (Buchanan-500-70 days)—One of our best early whites. This has many advantages over such early whites as Annamae. Fine commercial prospects.

Large 50c. Medium 35c. Small 25c. Bts. 100 for \$2.00.

WEDGEWOOD (Fischer-366-80 days)—Waxy, ruffled blue-lavender, with creamy throat. Color is a dream, with charm and class delux. Not a large glad, but its appeal leaves nothing to be desired.

Large 35c. Medium 25c. Small 15c. Bts. 100 for \$2.50

WHITE CHALLENGE (Arnett-501-90 days)—An immense blush white with rose spot in the throat. Can make a breath-taking flower, and is at its best on the show table. This is a fine commercial, as its opening and keeping qualities are equal or better than Picardy. One of our finest varieties.

Large \$1.50. Medium \$1.00. Small 50c. Bts. 100 for \$12.00.

DEADLINE—All new and recent introductions will be planted in April. All bulblets will be planted by late April. Commercial varieties by June 1st. Stocks of some varieties will not last throughout the season. Place your order, and they will be reserved for you. All retail orders will be shipped prepaid. All wholesale orders shipped express collect. We guarantee safe arrival of all bulbs.

If you are no longer interested in gladiolus, please drop us a card, requesting your name be removed from our mailing list. Catalogs cost money and are part of the cost your friends pay for their bulbs.

LEADING COMMERCIAL AND HOME GARDEN VARIETIES

Variety	Per 10 (retail)		Per 100 (wholesale)				
	Large	Medium	No. 1	No. 2	No. 3	No. 4	Small
Algoma—blotched pink	1.20	.80					
Annamae—pure white50				2.25	1.50
Badger Beauty—lavender80	.60	4.50	4.00	3.50	3.00	2.00
Barcarole—light orange60	.45					
Black Opal—black red60	.45	4.50	4.00	3.50	3.00	2.00
Blaze—light red60	.45	4.00	3.50	3.00	2.50	1.50
Bridesmaid—early pink80	.60	6.00	5.00	4.00	3.00	2.00
Chamouny—deep rose60	.40					
Coral Glow—orange60	.40					
Cover Girl—large pink	1.00	.75	8.00	7.00	6.00	5.00	3.00
Crinkle Cream—yellow	1.00	.75					
Eliz. the Queen—lavender80	.60	5.50	5.00		3.50	2.50
Elwood—late lavender60	.45	4.00	3.50	3.00	2.50	1.50
Ethel Cave Cole—pink60	.45	4.00	3.50	3.00	2.50	1.50
Fair Angel—ivory white60	.45	4.00	3.50	3.00	2.50	1.50
Genghis Khan—ruffled pink	1.00	.75	7.00	6.00	5.00	4.00	3.00
Glamis—ruffled rose80	.60	4.50	4.00	3.50	3.00	2.00
Golden Sunset—rich orange	1.60	1.20	10.00	8.50	7.00	5.50	4.00
High Finance—smoky80	.60					
Hawkeye Red—bright red80	.60	5.50	5.00		3.50	2.50
Igloo—pure white	1.20	.80					
King Click—tall red60	.40	4.00	3.50	3.00	2.50	1.50
King Tan—rosy tan60	.40	4.50	4.00	3.50	3.00	2.00
King William—soft apricot60	.40	4.00	3.50	3.00	2.50	1.50
Lady Jane—fine cream60	.40	4.00	3.50	3.00	2.50	1.50
Lavender & Gold—lavender80	.60		4.00	3.50	3.00	2.50
Lavender Queen—dark lavender60	.40	4.00	3.50	3.00	2.50	1.50
Leading Lady—large cream75	.50	5.00	4.50	3.50		2.00
Legend—pink and cream60	.40	4.00	3.50	3.00	2.50	1.50
Lipstick—blotched pink	1.20	.80					
Margaret Beaton—white60	.40	4.00	3.50	3.00	2.50	1.50
Marguerite—bright pink	1.20	.80					
Marimba—tall buff60	.40	4.50	4.00	3.50	3.00	2.00
Mercury—bright red75	.50					
Ohio Nonpariel—tall red75	.50					
Orange Prince—orange red	1.60	1.20	10.00	8.00	6.00	5.00	4.00
Orange Gold—bright orange	1.00	.75	6.00	5.00	4.00	3.00	2.00
Oregon Gold—ruffled yellow80	.60	4.50	4.00	3.50	3.00	2.00
Purple Supreme—purple80	.60					
Red Charm—medium red80	.60	4.50	4.00	3.50	3.00	2.00
Rosa Van Lima—rose pink60	.40					
Silver Star—blotch white	1.60	1.20	13.00	10.00	8.00	7.00	5.00
Silver Wings—white	1.20	.80	7.00	6.00	5.00	4.00	3.00
Spotlight—tall yellow	1.00	.75	5.00	4.50	4.00	3.50	2.50
Stoplight—good red80	.60	4.00	3.50	3.00	2.50	1.50
Surfside—ruffled white80	.60	4.50	4.00	3.50	3.00	2.00
Truelove—early pink	1.00	.75		6.00	5.00		3.00
Van Gold—early yellow	1.00	.75					
White Gold—early cream60	.40	4.00	3.50	3.00	2.50	1.50
Wings of Song—salmon60	.40	4.00	3.50	3.00	2.50	1.50

Five bulbs at $\frac{1}{2}$ price of ten.

Twenty-five bulbs at 100 rate.

All retail orders are shipped prepaid.

All wholesale orders are shipped FOB Janesville, Wis.

HOME GARDENERS SPECIAL COLLECTION—Prepaid to your home

A well balanced selection of colors to add beauty to the home garden. This collection will contain some 15 or 20 difference colors, and will be the envy of your friends and neighbors. All young, vigorous bulbs. Compare our prices, variety by variety, with those of your favorite seed catalog. 100 bulbs will plant two rows, 25 feet long; two bulbs to the foot. All guaranteed to bloom.

Large Bulb Size		Medium Bulb Size	
50 bulbs	\$ 2.75	50 bulbs	\$ 2.00
100 bulbs	5.00	100 bulbs	3.50
250 bulbs	10.00	250 bulbs	7.00

YOUR ORDERS

Do you always receive those fine-looking bulbs in your orders, that you always hope to receive? Many, many reasons are the cause of your disappointments. A common practice is becoming general to harvest the bulb crops very early in the fall. Reason: to retard and control any disease troubles they may have in their fields. Thus harvesting a partially matured bulb. Do you want most of the moisture dried out of your bulbs to control storage troubles, and reduce shipping charges of their orders?

Our bulbs are left in the ground until fully matured. Our bulbs are stored at a high humidity to retain the natural sparkle of the bulb. Our bulbs are bright, high-crowned, full of life, and ready to grow. A small order is the quickest way to convince yourself that those perfect bulbs **can** be received in an order.

How were your bulbs grown the previous season? Were they forced in a very rich soil condition, to produce top quality bloom? Good bulbs are not harvested from a very, very rich soil condition. They require a different soil condition to give them that extra energy for exhibition bloom for the next year.

We are free from Fusarium troubles. When Fusarium shows up in some new variety, that variety is immediately destroyed. We take the loss; not you.

We have no quarrel with those who sell for less,
They should know what their bulbs are worth.

GROWERS—PLEASE—Do you issue a catalog or price list? If so, are we on your mailing list? We will appreciate the exchange. Thank you.

GARDEN OF THE GODS

BOX 106

JANESVILLE, WISCONSIN

Mr.

Mrs.

Miss

(please print)

Date

R. F. D. or St.

Post Office State

Express Office Amt. Enclosed

() Refund

If We Are Out of What You Order Shall We—

() Substitute Nearest Size

() Substitute Nearest Variety

Quantity	Variety	Size	Price
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		TOTAL	

Use other side if necessary.